





How did it all start?

In difficult social circumstances in 1999, during the NATO bombing, [Jenny Hyatt](#) gave a speech at a peace gathering in Westminster Palace. On that occasion, she read a message from Slavica Bršić, a psychiatrist and then leader of the organization [Center Srce](#), who provided support over the phone to individuals in trauma. She described the challenges she faced while trying to help a large number of people.

The funds raised during the speech were used **to grant Center Srce** the first operational grant to operate its psychological support helpline.

This event prompted the establishment of the Balkan Fund for Local Initiatives (BCIF), the precursor to today's Trag Foundation. It marked the beginning of a long-term process of supporting the development of local communities.

At the beginning

BCIF began its operations through the **Active Communities** program. From the beginning, donations were intended for registered associations and informal citizen groups. **The supported initiatives have always resulted from needs identified by local groups and organizations within their communities.** The projects we support are not thematically limited and are the product of the ideas, energy, work, and dedication of the people involved in them.

We believe that a community is not a collection of individuals but is primarily made up of the interactions individuals have to achieve common goals, which are based on the values of **solidarity, respect for diversity, equality, and responsibility.** We believe in the potential and power of active and united citizens to influence change in their communities, whether they are connected by a specific physical space (geographical territory), online space, or a common interest or need.



First years

In the first five years, we awarded **175 grants**, supporting local communities through projects focused on civic engagement, integrating marginalized groups, environmental protection, and promoting ethnic tolerance. We launched projects to restore public spaces and strengthen the capacities of organizations from local communities.

Since 2007, BCIF's office in Montenegro has become the local grant-giving foundation under the Fund for Active Citizenship—fAKT.

In 2014, BCIF changed its name to **Trag Foundation** without abandoning **its mission of supporting citizens in initiating positive change**.

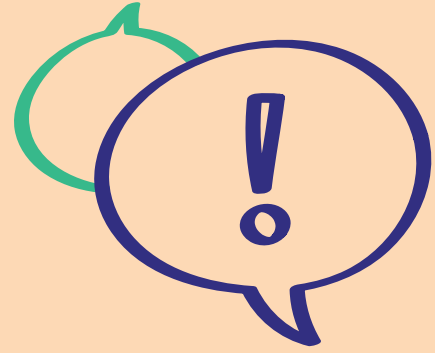


Today

Trag Foundation supports the right of citizens to associate **solidarity** and **philanthropy** as key values for strengthening social resilience and local communities. We believe that even small changes can lead to long-term social transformations, which is why, through grants, programs, and partnerships, we empower initiatives that drive positive change. And today, we leave a mark through the following programs:

Active Communities
Sustainability Academy
Our Local Foundation - The Community Has a Say
Stronger Together
Empower2Change
Research Empower
Green Ideas

Over the years, we have built partnerships with companies. Our work has been recognized by Erste Bank, OTP Bank, Delta Holding, Visa, Coca-Cola, LIDL, DM Drogerie, and others.



**We have supported
over 400 advocacy
initiatives.**



**We have
awarded over
15,000,000 EUR
for women's
rights in the
region.**



**Through the Trag
fundraising programs,
organizations have
raised over 1,300,000
EUR from foundations
and companies.**



**We have donated
2,000,000 EUR through
the Active Communities
program.**



**We have helped
establish 6 local
foundations in
Serbia and Bosnia
and Herzegovina.**



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